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# CITEXTENSION



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May 1990 (Issue 2)

ACE

## Spring Workshop Highlights Communicating Agriculture

The Agricultural Communicators in Education's DC Region, in cooperation with the USDA Office of Public Affairs, jointly sponsored the 13th Annual Public Affairs Spring Workshop on May 24 here in Washington. Focus of the program was *Communicating Agriculture: Issues and Strategies*. Eunice Bowman, acting president of the DC Chapter; Judith Bowers,

region director; and Don Collins, ACE coordinator, updated the approximately 100 attendees on regional and national ACE activities. Elizabeth Board, deputy director of the USDA Office of Public Affairs and directors of OPA's five divisions, led off the conference with a panel discussion of the roles and responsibilities of these offices and their staffs.

### Be Happy In Your Work

One highlight of the program was an outstanding presentation by Dr. Lawrence Lerer, professor of education from the Defense Systems Management College on "Managing Up: Meeting your Bosses' Expectations."

Lerer stressed the need for us all to develop a game plan and be happy doing our work. He quoted Tom Peters, author of *In*

*Search of Excellence* and *Managing Chaos*, who said: "Empower people who work with and for you—create an environment in which the best job can be done so you—and those who work above and below you—can all benefit."

Note: For people outside the DC region, or those from this region who could not attend, we will include some additional reports from individual workshops in upcoming CITEXTENSION issues.

CIT

## Honored at Agency Awards Luncheon

At an ES-USDA luncheon, culminating a total Extension Service staff meeting, the "founding members" of the Communication, Technology, and Information staff received certificates of appreciation from Myron

Johnsrud, administrator, ES-USDA.

### Been Through It

Although we have had a number of excellent new additions to our staff in the past year, the certificates were awarded to members

of the staff who had "suffered through three moves, a new boss, new directions, and the beginning of the new challenges." The citation on these certificates reads,

*"In appreciation for exceptional teamwork and performance as a founding*

*member of the new ES-USDA Communication, Information, and Technology staff. Through your efforts and those of your colleagues, CIT has started a journey in concert with the New Directions of the Cooperative Extension System."*

A

## Any Mulligan Stew On The Shelf?

We're looking for any copies (VHS tape or film) of the *Mulligan Stew* nutrition series done in 4-H several years

ago. If there's a copy on your shelf you could stand to part with, contact Cathy Selberg at 202-447-6084.



# M

## Meet CIT

Kevin Gamble joined our staff on a 1-year IPA assignment as senior instructional technology specialist. Working with Eldon Fredericks (see *CITExtension*, Issue 2, April 1990), they are looking at ways to use information technology more effectively within the Cooperative Extension System. Kevin's primary, ongoing task is working to promote a state-of-the-art computer-based communication and educational delivery system for CES, including a system to disseminate sustainable agriculture information nationwide.

He is also serving as staff liaison to the ECOP

**Future Application of Communications Technology (FACT) Task Force.** Kevin has a strong interest in hypertext and hypermedia information systems, and electronic publishing.

### West Coaster

Born in California, he came to CIT from Oregon State University, where he is a computer applications coordinator for the Oregon Cooperative Extension Service, and assistant professor in the Department of Agricultural and Resource Economics. Before receiving his Ph.D. in Agricultural Education from Iowa State University, he was a high school agriculture teacher.

### South(east)ern Living

Although it's called "Northern Virginia," Kevin, wife Mary, and children Travis (6) and Britt (4), are experiencing the southeast for the first time in the "burbs" outside Washington, DC's capital beltway. The children have been keeping Kevin and Mary busy all spring with their soccer activities. Travis capped the season by being selected for an all-star team that played in the Robert F. Kennedy stadium (home of the Washington Redskins) as a lead-in to a U.S. World Cup team exhibition game.

Kevin also enjoys skiing and windsurfing, both sports that can be found



(if you travel far enough) in their temporary "home" state of Virginia.

# S

## oviet Leaders Convene At Iowa State

Reflecting the CES commitment to global efforts, a group of high-ranking Soviets and U.S. agriculture and business leaders met recently at Iowa State University (ISU) to explore mutual trade and research opportunities that could result from political and economic reforms in the Soviet Union.

The Soviet participants are "among the architects for agricultural economic reform in the Soviet Union," says Stan Johnson, director of ISU's Center for Agricultural and Rural Development. "These are the people who will help decide what Soviet agriculture will become."

### Future Exchanges

The symposium provided an opportunity for Soviet and ISU scientists to evaluate a 5-year research exchange agreement between the university and the Lenin All-Union Academy. The agreement, signed in 1988, is the first between the Soviet academy and a U.S. university. It provides for a number of Soviet and

ISU scientists and joint research projects.

Another planned exchange is a similar symposium, hosted by the Lenin All-Union Academy next fall in Moscow. For additional information, contact Jo Sedore, Office of Continuing Education, 102 Scheman Building, Iowa State University, Ames, IA 50011-1112. Telephone: 515-294-4817.

# W

## rite to Read—and Convince

If your purseholders haven't given the go-ahead for your office to order a copy of the *ACE Communicator's Handbook*, request a copy of the review given this tome by the National Association of Government Communicators in their May 1990 issue of the *NAGC Com-*

*municator*. (Hint: It's a rave!) We'll be glad to FAX this page to you to help convince decisionmakers that this is a good investment. Remember, there are discounts for quantity orders. Let Jodi Horigan know (call 202-447-6145) if you want the review.





## PubCite

As fellow communicators, we often see state publications that are worth sharing. Here are just a few nice surprises we've found in our mailboxes lately. Others will be spotlighted in this new department as we discover them.

**Kansas State University's** CES Communications staff has a new quarterly newsletter, *Media Mix*. It is a good combination of general communication facts and hints about an interesting mix of communication methods blended with local stories with national appeal. If you haven't seen this one, contact **De McGlashon**, editor, *Media Mix*, Kansas State University CES, Manhattan, KS 66506; telephone: 913-532-5804.

**Oklahoma State University's** (OSU) Department of Agricultural Communications has a four-color pub, *The 1990s and Beyond*. Published as part of OSU's 100th year celebration, it's packed with facts and faces illustrating, with color photos, Extension's commitment to economic development, international efforts, human capital, water, sustainable agriculture, biotechnology, and the future as seen by OSU ag faculty members.

### *Pull Out, Send In*

A handy pullout, postage prepaid postcard gives Oklahomans a chance to identify and make suggestions for improving situations in agriculture and the environment. It also gives

them a chance to order one or all of four publications and catalogs from OSU/CES. Contact **Jacqueline M. Dahlgren**, agricultural information officer, special projects, Department of Agricultural Communications, Public Information Build., OSU, Stillwater, OK 74078-0222; or call her at 405-744-4081.

**Montana State University's** (MSU) Office of Publications and News Service sent us a new tabloid called *Exchange*. A first issue, using two-colors and photos, is focused on Water Quality, but also has other features, such as Science Briefs and Alumni News. It was mailed to about 9,500 Montana decisionmakers, agricultural leaders, and MSU alumni. Says **Tana**

**Kappel**, Ag communications coordinator, "We'll produce two more issues this year...Next year we plan to go to a quarterly schedule."

### *Back Page Layout Piques Interest*

The lower half of the back page is used as a mailer with eye-catching headlines and boxes that pique the reader's interest before the paper is unfolded. One box contains a contents list (What's Inside). Another box gives an interesting water fact (How Much is a Part Per Billion?). Also included is a complete, but short, historical Extension vignette about a 1948-49 snow disaster in Montana. Contact **Tana** for more information about MSU's *Exchange*.

## V

## ideo Views

Iowa State University's Extension Communications/Information Service completed a video tape series, *Cholesterol and*

*Your Health*, now available nationwide. Iowa State also offers a submaster recording of the series on 3/4" or 1" recording tape and grants Extension Sys-

tem offices unlimited duplication rights.

Address inquiries to **James L. Hamilton**, head, Extension Communications, Iowa State

University CES, Morrill Hall, Ames, IA 50011. Telephone: 515-294-9915.

## D

## on Johnson, Former Georgia Extension Communicator

**Don Johnson**, a former director of development at the National 4-H Council, died May 25, 1990. Mr. Johnson was a native of Georgia, active 4-H mem-

ber, and a member of the Georgia Extension Communications staff before his work with the National 4-H Council. In recent years, he served as vice president for development

and public affairs at Children's Hospital in Washington, DC.

His children have established the **Donald J. Johnson Memorial Fund** with the Children's Hospi-

tal Foundation. Contributions may be made to the fund, in care of the Foundation, Department 0146, Washington, DC 20007-0146.





## Reminder

Don't forget the upcoming 1990 Leadership Development Seminar August 18-19, in Milwaukee, WI (see

*CITExtension*, February, Issue 2). Registration is due by July 31. This seminar, *People, Problems and Solutions: The Leadership*

*Connection*, will precede the National Extension Homemaker's Council Conference. For a program (with registration form)

write Elizabeth B. Bolton, University of Florida, 3041 McCarty Hall, Gainesville, FL 32611-0130.



## COMPUTIPS

Tom Poore

*WordPerfect Magazine* is offered by WordPerfect Corporation as a monthly help magazine. Word processing users are always on the lookout for tips that will help accomplish a complicated procedure or shortcuts to make processing quicker and easier. This magazine has a wealth of information to help master everything from merges to macros—sometimes in the

form of lengthy, detailed articles; sometimes in brief command items on the "Tips of the Trade" page. Here are two "shorties" that may save time and negate frustration:

### *Retrieving Blocked Text*

To duplicate text that was last blocked, copied, and moved, simply press **Retrieve**, and (Enter). The text will reappear.

### *Degree Symbol*

To "macro" a degree symbol that will always be raised (375°) Press **Macro Define** (Ctrl-F10), name your macro and press (Enter). Type a description and press (Enter). Press **Font** (Ctrl-F8, (1) Size, (1) Superscript. Press **Compose** (Ctrl-2), type 4,45 and press (Enter). Press **Font** (Ctrl-F8), (3) Normal. Press **Macro Define** (Ctrl-F10) to end

the macro. To use the macro, type the value (i.e., 375), press **Macro** (Alt-F10), type the macro name, and press (Enter).

### *To Subscribe*

Subscriptions to *WordPerfect Magazine* are offered at \$16 per year for 12 issues, or a discount 2-year subscription (24 issues) for \$26. To order, call 801-226-5555.

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